

Curtis Mullin, MBA

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CAREER SUMMARY

- *Award-Winning Sales & Business Development Leader with extensive background in government contracting as well as driving business turnarounds, developing high-performance teams, and achieving multimillion-dollar sales growth across defense, aerospace, automotive, and engineering industries in both military and civilian sectors.*
- *Led a team of 6 direct reports across the US, managing a \$20M budget, achieving over 11% annual target overdrive through strategic leadership and turning around DATATRACE to increase sales from \$4.3M to \$6.4M.*
- *Recognized for revitalizing a legacy brand during tenure as Sales Director, as well as boosting month-over-month bookings by 113% through proactive customer interactions, education, and support.*
- *Transformed a struggling 18-state territory, achieving 175% of the sales plan and consistently outperforming annual quotas by 150% through innovative strategies and dynamic presentation skills.*
- *Excelled in an inside sales role at Hewlett Packard Enterprise, successfully completing the HP Sales Academy and consistently ranking among the top 10 sales specialists for 4 consecutive months by exceeding sales targets and driving corporate goals.*
- *Directed a squad of 9 in a high-pressure combat environment, managing over \$30M in sensitive military equipment and successfully orchestrating 100+ military operations in Iraq and Afghanistan.*

CORE COMPETENCIES

- Government Contracting Expertise
- Business Turnaround Strategist
- High-Performance Team Development
- Multimillion-Dollar Sales Growth
- Strategic Sales Operations
- Consultative Selling
- Aggressive Goal Attainment
- Cross-Functional Collaboration
- Performance Leadership
- Stakeholder Engagement
- Innovative Sales Strategies
- Employee Mentoring & Training
- KPI Development & Reporting
- Budget Management & Planning
- Customer Relationship Management
- Critical Problem Solving

PROFESSIONAL WORK EXPERIENCE

CM BUSINESS DYNAMICS – CHARLOTTE, NC

Founder & CEO

2024 – Present

- Leadership foundation built on discipline, teamwork and mission focus developed through training from the U.S. Army and refined through years of working within corporate framework.
- Proven expertise consistently driving double digit organizational growth.
- Skilled in revitalizing legacy brands and achieving multimillion-dollar sales growth.
- Expertise in building high-performing teams and crafting innovative sales strategies.
- Focused on cultivating strong relationships through a consultative, client-focused approach.
- Consistently delivered measurable long-term results.

MESA LABORATORIES – LAKEWOOD, CO

Sales Director

2021 – 2024

- Led a team of 6 direct reports across the US, managing a \$20M budget, achieving over 11% annual target overdrive through strategic leadership and turning around DATARACE to increase sales from \$4.3M to \$6.4M.
- Directed the Continuous Monitoring brand to achieve projected revenue growth from \$12.9M to \$14.7M, consistently exceeding monthly sales targets for both new and legacy products.
- Effectively managed ambiguity to deliver successful outcomes, continuously surpassing monthly plan numbers by actively developing and managing a high-performing sales team.
- Recognized for revitalizing a legacy brand during tenure as Sales Director, as well as boosting month-over-month bookings by 113% through proactive customer interactions, education, and support.
- Demonstrated exceptional leadership in sales operations by forecasting purchasing requirements, managing weekly bookings, and identifying global growth opportunities, working towards a \$20M sales quota.
- Developed and mentored a high-performing sales team, conducting performance appraisals, annual goal setting, and 360 feedback sessions, resulting in consistent year-over-year growth.

- Created and implemented high impact training programs, contributing to the development of functional sales teams through effective candidate selection, interviewing, hiring, and training processes.

FLUKE PROCESS IMPROVEMENTS – EVERETT, WA

Regional Sales Manager

2016 – 2021

- Transformed a struggling 18-state territory, achieving 175% of the sales plan and consistently outperforming annual quotas by 150% through innovative strategies and dynamic presentation skills.
- Increased customer satisfaction and generated an additional \$300K annually in repeat business by delivering high-accuracy temperature profiling solutions and ensuring superior service.
- Enhanced global sales operations by developing a communication forum for Regional Sales Managers (RSMs), improving team coordination and operational efficiency.
- Drove a 25% increase in new sales by identifying revenue growth opportunities and training the sales team on advanced lead generation and acquisition techniques.
- Recruited by the SVP to lead sales operations, managing travel arrangements, customer communication, and outreach programs, and supporting the quota formulation process.
- Successfully worked with global clients, including those in China, ensuring accurate implementation of temperature profiling solutions to meet diverse client needs.

HEWLETT PACKARD ENTERPRISE – PLANO, TX

Enterprise Group Networking Territory Manager

2016

- Excelled in an inside sales role at Hewlett Packard Enterprise, successfully completing the HP Sales Academy and consistently ranking among the top 10 sales specialists for 4 consecutive months by exceeding sales targets and driving corporate goals.
- Supported and collaborated with an 11-member sales team to sell networking solutions and support across Alabama, North Carolina, South Carolina, and Tennessee, maintaining a diverse client base and providing comprehensive technical service and product information.
- Professionally negotiated multiple projects valued at over \$1M, utilizing consultative selling skills and effectively communicating with clients to meet and exceed their needs.
- Led and mentored inside sales staff, analyzing training needs and conducting one-on-one training sessions to enhance team performance and skill development.

PROFESSIONAL DEVELOPMENT

Furthering Education & Internship

2013 – 2016

- Interned for a U.S. Senator while concurrently completing a B.S. degree.

UNITED STATES ARMY – GLOBAL LOCATIONS (INCLUDING IRAQ & AFGHANISTAN)

Infantry Squad Leader

2008 – 2013

- Spearheaded the planning and execution of over 12 projects in Afghanistan, ensuring on-time and budget-compliant completion through effective team coordination and leadership.
- Directed a squad of 9 in a high-pressure combat environment, managing over \$30M in sensitive military equipment and successfully orchestrating 100+ military operations in Iraq and Afghanistan.
- Facilitated the Combat Readiness training program, enhancing the operational capabilities of U.S., Iraqi, and Afghan forces through comprehensive training and strategic mentorship.
- Demonstrated exceptional leadership and project management skills, driving team efforts to achieve mission objectives and maintain high standards of performance and accountability.

EDUCATION/PROFESSIONAL DEVELOPMENT

Doctor of Philosophy Organizational Leadership (Expected 2027)

Regent University, Virginia Beach, Virginia

Master of Business Administration

Washington State University, Pullman, Washington

Bachelor of Science in Business Management

Montana State University, Bozeman, Montana

*Certified Instrument Rated Private Pilot | Executive Protection Training Course | Combat Lifesaver Course
U. S. Customs Training for the United States Army | Unit Armorer Course
Washington State University Online Teaching Certification*

AWARDS & RECOGNITION

*Fluke Process Instruments Salesman of the Year 2020 & 2018 | Fluke Process Instruments RSM of Q2, 2017, 2018
Army Commendation Medal, January 2012 | Afghan Campaign Medal with two Stars, January 2012
Expert Marksmanship Badge, June 2012 | Army Good Conduct Medal, January 2011
Iraq Campaign Medal with Star, June 2008 | Army Good Conduct Medal, January 2008
National Defense Service Medal, April 2005 | Global War on Terrorism Service Medal, April 2005*